



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 29, 2019

Rebecca Mannion
Agent
Bissell Homecare, Inc.
2345 Walker Ave, NW
Grand Rapids, MI 49544

Subject: Notification per PRN 98-10 – Label Revision
Product Name: JESSE
EPA Registration Number: 6297-2
Application Date: April 15, 2019
Decision Number: 550401

Dear Mannion:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Mohammad Alavi at (703) 347-0522 or via email at Alavi.mohammad@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "E. Miederhoff". The signature is written in a cursive style with a large, stylized initial "E".

Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

(Note to Reviewer: (parentetical text) is optional; [bracketed text] is informational.)

(MASTER LABEL)

JESSE (Name TBD)

NOTIFICATION

6297-2

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

07/29/2019

(Alternate Brand Names:

BISSELL® Hard Floor Sanitize Cleaner
BISSELL® Hard Floor Sanitize Cleaner
BISSELL® Hard Floor Sanitizer
BISSELL® Hard Floor Sanitize Deodorizer
BISSELL® Hard Floor Sanitize Cleaner concentrate
BISSELL® Hard Floor Sanitizer concentrate
BISSELL® Tile Floor Sanitize Cleaner
BISSELL® Tile Floor Sanitizer
BISSELL® Tile Floor Sanitize Deodorizer
BISSELL® Tile Floor Sanitize Cleaner concentrate
BISSELL® Wood Floor Sanitize Cleaner
BISSELL® Wood Floor Sanitizer
BISSELL® Wood Floor Sanitize concentrate
BISSELL® Wood Floor Sanitize Cleaner concentrate
BISSELL® Wood Floor Sanitizer concentrate
BISSELL® Antibacterial Hard Floor Cleaner
BISSELL® Antibacterial wood Floor Cleaner
BISSELL® Antibacterial tile Floor Cleaner

BISSELL® Pet Hard Floor Sanitize Cleaner
BISSELL® Pet Hard Floor Sanitizer
BISSELL® Pet Hard Floor Sanitize Deodorizer
BISSELL® Pet Hard Floor Sanitize Cleaner concentrate
BISSELL® Pet Hard Floor Sanitizer concentrate
BISSELL® Pet Tile Floor Sanitize Cleaner
BISSELL® Pet Tile Floor Sanitizer
BISSELL® Pet Tile Floor Sanitize Deodorizer
BISSELL® Pet Tile Floor Sanitize Cleaner concentrate
BISSELL® Pet Wood Floor Sanitize Cleaner
BISSELL® Pet Wood Floor Sanitizer
BISSELL® Pet Wood Floor Sanitize concentrate
BISSELL® Pet Wood Floor Sanitize Cleaner concentrate
BISSELL® Pet Wood Floor Sanitizer concentrate
BISSELL® Pet Antibacterial Hard Floor Cleaner
BISSELL® Pet Antibacterial Wood Floor Cleaner
BISSELL® Pet Antibacterial Tile Floor Cleaner

BISSELL® Clean + Sanitize
BISSELL® Hard Floor Clean + Sanitize
BISSELL® Clean + Antibacterial
BISSELL® Hard Floor Clean + Antibacterial
BISSELL® Pet Clean + Sanitize
BISSELL® Pet Hard Floor Clean + Sanitize
BISSELL® Pet Clean + Antibacterial
BISSELL® Pet Hard Floor Clean + Antibacterial
BISSELL® Clean + Pet Sanitize
BISSELL® Hard Floor Clean + Pet Sanitize
BISSELL® Clean + Pet Antibacterial
BISSELL® Hard Floor Clean + Antibacterial Pet
BISSELL® Clean + Sanitize Pet
BISSELL® Hard Floor Clean + Sanitize Pet
BISSELL® Clean + Antibacterial Pet
BISSELL® Hard Floor Clean + Antibacterial
BISSELL® Wash + Sanitize
BISSELL® Wash + Antibacterial
BISSELL® Wash + Sanitize Pet
BISSELL® Wash + Antibacterial Pet
BISSELL® Wash + Pet Sanitize
BISSELL® Wash + Pet Antibacterial)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(FRONT PANEL)

(HARD SURFACE) (HARD FLOOR) (WOOD FLOOR) [SANITIZER]– [CLEANER]
[CLEANING] - [DEODORIZER] – [ANTIBACTERIAL]

[Insert usage site] [Cleaner] [Cleaning], [Bacteria* (destroyer) (killer) (reducer) (cleanser) (cleaner) (cleaning)], [Antimicrobial] [Antibacterial] [(Hard) (Wood) Floor Cleaner (for pet messes)], [(Hard) (Wood) Floor Cleaning (for pet messes) and Sanitizer], [(Pet) Cleaner(, &) Deodorizer(, &) (+) Sanitizer (Antibacterial)], [Dual Action (Pet) Cleaner & Deodorizer] [Dual Action (Pet) Cleaner(, &) Sanitizer (Antibacterial)], [Triple Action (Pet) Cleaner(, &) Deodorizer(, and) (+) Sanitizer (Antibacterial)], [(Insert usage site) (Pet) Deodorizer (and) (+) (Sanitize(r)) (Antibacterial)], [(Insert usage site) (Pet) Odor Neutralizer], [(Insert usage site) (Pet) Odor Eliminator], [(Insert usage site) Refresher], [[Antimicrobial] [Antibacterial] (Hard) (Wood) Floor Cleaner formula (and) (+) Sanitize(r)], [(Sanitization) (Sanitizing) [[Antimicrobial] [Antibacterial] (Hard) (Wood) Floor Cleaning formula], [[Antimicrobial] [Antibacterial] Formula for (hard) (wood) floors]

Active Ingredients:

Alkyl (60% C ₁₄ , 30% C ₁₆ , 5% C ₁₂ , 5% C ₁₈)	
dimethyl benzyl ammonium chlorides	0.21%
Alkyl (68% C ₁₂ , 32% C ₁₄) dimethyl	
ethylbenzyl ammonium chlorides	0.21%
Other Ingredients	99.58%
Total:	100.00%

EPA Reg. No.: 6297-X
EPA Est. No.: [6297-XXX-XXX]

Keep Out of Reach of Children
CAUTION

See additional precautionary statements on [back][side][right][left][other] [panel] of label [below].

Manufactured [by] [for]:
Bissell Homecare, Inc.
2345 Walker Ave, NW
Grand Rapids, MI 49544

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)

[Net Contents:]

8 fl oz (0.25 QT) 236 mL (0.23 L)	52 fl oz (1.62 QT) 1537 mL (1.53 L)
16 fl oz (0.5 QT) 473 mL (0.47L)	60 fl oz (1.87 QT) 1774 mL (1.77 L)
24 fl oz (0.75 QT) 709 mL (0.70 L)	62 fl oz (1.93 QT) 1833 mL (1.83 L)
26 fl oz (0.81 QT) 768 mL (0.76 L)	64 fl oz (2 QT) 1892 mL (1.89 L)
32 fl oz (1 QT) 946 mL (0.94 L)	71.3 fl oz (2.22 QT) 2108 mL (2.10 L)
48 fl oz (1.5 QT) 1419 mL (1.41 L)	80 fl oz (2.5 QT) 2365 mL (2.36 L)
50 fl oz (1.56 QT) 1478 mL (1.47 L)	128 fl oz (4 QT) 3785 mL (3.78 L)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

[Note to Reviewer: Boxed format or bullets may be used in First aid section if label space permits]

FIRST AID

If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PRECAUTIONARY STATEMENTS HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

Recommended Use (Location)

All around the house [‡]	Cabin(s)	Family Room(s)	Mud Room(s)
All around the home [‡]	Camper(s)	Garage(s)	Nursery (Nurseries)
Attic(s)	Closet(s)	Home(s)	Pet area(s)
Baby's Room(s)	(Damp) Storage Area(s)	House(s)	Playroom(s)
Basement(s)	(Damp) Storage Room(s)	Laundry Room(s)	Sunroom(s)
Bathroom(s)	Den(s)/(Study(ies))	Living Room(s)	Vacation home(s)
Bedroom(s)	Dining Room(s)	Mobile Home(s)	Vehicles
Boat(s)	Dorm(s)		

[‡] Non-food contact surfaces only

Recommended Use (Surfaces) [may include graphic depicting surface]

[Note to Reviewer: If the phrase "sealed, non-porous:" is used once with the following surfaces in a list, then the phrase does not need to be repeated prior to each surface listed.]

Sealed, Non-porous Hardwoods	Sealed, Non-porous Wood Floors	Sealed, Non-porous Ceramic Tile	Vinyl
Sealed, Non-porous Floors	Sealed, Non-porous Hard Floors	Sealed Terrazzo	

[Note to Reviewer: Alternatively may list as:]

Hardwoods[∞], Floors[∞], Wood Floors[∞], Hard Floors[∞], Ceramic Tile[∞], Terrazzo[∞], (and)(or) Vinyl

[∞] Sealed, Non-porous

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

[For use with BISSELL (CrossWave) (and) (SpinWave) (machines).]

[Suitable for use with BISSELL (CrossWave) (and) (SpinWave) (machines)]

[For use with BISSELL Wet Cleaning System machines.]

[Flush machine with clean water after use.]

Read User Guide fully prior to use.

[Note to Reviewer: By filling to the lines indicated on the tank, the solution will mix at an equivalent to 1 part formula + 6 parts water. For large areas, 4 fl oz of product is mixed with 24 fl oz water or equivalent dilution. For small areas 2 fl oz of product is mixed with 12 fl oz of water or equivalent dilution.]

How to use (in) (with) (CrossWave) (machine):

1. Fill machine formula tank with (warm) water to Water fill line (for small areas (to) (-) 12 fl oz., for large areas (to) (-) 24 fl. oz.). Then add formula to Formula fill line (for small areas (to) (-) 2 fl. oz., for large areas (to) (-) 4 fl. oz.). Cap tank and return to machine.
2. Use machine as directed in the User Guide under the heading “**Cleaning Your Hard Floors**”. **To clean:** Hold the spray trigger to apply solution to floor. **To Sanitize:** Remove visible soil. Hold spray trigger to apply solution to floor. Allow to remain wet for 5 minutes.
3. Empty (dirty water) (pick-up) tank down the drain.
4. Flush tank, filter and float with clean water after use. Allow to air dry.
5. Stay off cleaned area until completely dry.

How to use (in) (with) (SpinWave) (machine):

1. Fill machine formula tank with (warm) water to Water fill line (for small areas (to) (-) 12 fl oz., for large areas (to) (-) 24 fl. oz.). Then add formula to Formula fill line (for small areas (to) (-) 2 fl. oz., for large areas (to) (-) 4 fl. oz.). Cap tank and return to machine.
2. Use machine as directed in the machine User Guide under the heading “**Cleaning Your Sealed Hard Floors**”. **To clean:** Push the SPRAY button to dispense solution. **To Sanitize:** Remove visible soil. Push the SPRAY button to dispense solution. Allow to remain wet for 5 minutes.
3. Stay off cleaned area until completely dry.

Note: Any solution remaining in the clean water tank should be emptied prior to machine storage.

For more information about using this product, visit www.bissell.com

For use on hard, nonporous floors only [Use only on hard, nonporous floors.] Not for use on unsealed, damaged, or unfinished floors.

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

STORAGE AND DISPOSAL

Storage: Store in original container in areas inaccessible to small children. Store between 35°F to 85°F in dry, well-ventilated area away from chemicals, direct light, heat or open flame. Do not mix with other cleaning products. Keep securely closed. **Pesticide Disposal and Container**

Handling: Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA

www.bissell.com]

©(year) BISSELL Homecare ~~International Inc.~~
BISSELL International Trading Company BV

Postbus 12874

~~Stadhouderskade 55,~~

1072 AB 1100 AW Amsterdam Zuidoost

The Netherlands

©(year) BISSELL Homecare International
BISSELL International Trading Company BV

Willem Fenengastraat 14

1096 BN Amsterdam

The Netherlands

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

For Consumer Care contact:

BISSELL Homecare, Inc.

P.O. Box 1888

Grand Rapids, MI 49501

[Made in (insert country of manufacture origin)]

Optional Container Graphics:

PLEASE SEPARATE AND RECYCLE



PETE

SHRINK SLEEVE



HDPE

BOTTLE

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

[Note to Reviewer: below qualifiers are not optional when a selected Marketing Claim includes the symbol indicated here.]

***Kills 99.9% of *Enterobacter aerogenes* (ATCC 13408) and *Staphylococcus aureus* (ATCC 6538) (Staph[^])**

****Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)**

(Sanitizing claims)

Cleans (&) (+) Sanitizes

Cleans (&) (+) Sanitizes (insert usage site)

Cleans (&) (+) Sanitizes in 5 minutes on (insert usage site) (insert usage surface)

Kills 99.9% of bacteria*

Sanitizes (insert usage site) (insert usage surface) in 5 minutes

Sanitizes (insert usage sites) (insert usage surface)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

Cleans and sanitizes, eliminates 99.9% of bacteria*

Deep clean beyond what's seen™²

Eliminates 99.9% of bacteria*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Go beyond surface cleaning²

Goes beyond surface cleaning²

Leaves (insert usage surfaces) clean and sanitized

Leaves (insert usage surfaces) cleaned, sanitized, deodorized

Leaves (insert usage surfaces) sanitized

Cleans, sanitizes, refreshes (insert usage site) (insert usage surface)

Sanitize after cleaning your pet messes

Cleans (+) (and) (sanitizes) (+) (and) (deodorizes) (+) (and) (freshens) in one easy step²

2 in 1 (Dual Action) (formula) – cleans deodorizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – cleans sanitizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – freshens deodorizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – freshens sanitizes (in 1 easy step²)

2 in 1 (Dual Action) (formula) – sanitizes deodorizes (freshens) (in 1 easy step²)

3 in 1 (Triple Action) (formula) – cleans sanitizes deodorizes (in 1 easy step²)

3 in 1 (Triple Action) (formula) – freshens sanitizes deodorizes (in 1 easy step²)

4 in 1 (All-Four in One) (formula) – cleans, sanitizes, deodorizes, freshens (in 1 easy step²)

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph[^]) on (insert usage site) (insert usage surface) in 5 minutes

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph[^]) on (insert usage site) (insert usage surface) in 5 minutes

Destroys 99.9% of bacteria* on (insert usage site) (insert usage surface)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on (insert usage surface)

Kills 99.9% of bacteria* in 5 minutes for (insert usage site) (insert usage surface)

Kills 99.9% of bacteria* on (insert usage site) (insert usage surface)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills 99.9% of household bacteria* on (insert usage site) (insert usage surface)
(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph[^]) (and) (*Enterobacter aerogenes*) in in 5 minutes on (insert usage surface) (insert usage site)
(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph[^]) (and) (*Enterobacter aerogenes*) in 5 minutes on (insert usage site) (insert usage surface)
To eliminate 99.9% of bacteria* on (insert usage site) (insert usage surface)
Kills 99.9% of bacteria* in (only) 5 minutes on (insert usage site) (insert usage surface)
(Both) Cleans & Sanitizes - better than cleaning alone
Cleans & Sanitizes in 5 minutes on (insert usage site) (insert usage surface)
Cleans & Sanitizes in 5 minutes on (insert usage site) (insert usage surface)
One step clean(s) and sanitizes(s)²
Neutralizes and reduces the growth of bacteria*
Makes sanitizing easy
Easy (sanitizing)
(Antimicrobial) (formula) cleans and sanitizes
The easy, effective, and convenient way to sanitize (insert usage site) (insert usage surface)
Antibacterial
Leaves (insert usage site) (insert usage surface) sanitary
Sanitizes as it cleans
For cleaning and sanitizing (insert usage site) (insert usage surface)
Antibacterial formula cleans and sanitizes in one (1) step
Cleans, (Sanitizes), (Deodorizes), (Freshens), (Removes Allergens**) in (one) (1) easy step²
Cleans (+) (Sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)
Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home
Multi-purpose formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**))
One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**))²
2 in 1 formula cleans and sanitizes
2 in 1 formula sanitizes and deodorizes
2 in 1 formula sanitizes and freshens
2 in 1 formula sanitizes and eliminates allergens**
3 in 1 formula cleans, sanitizes and deodorizes
3 in 1 formula cleans, sanitizes and freshens
3 in 1 formula cleans, sanitizes and eliminates allergens**
3 in 1 formula sanitizes, deodorizes, and freshens
3 in 1 formula sanitizes, deodorizes, and eliminates allergens**
4 in 1 formula cleans, sanitizes, deodorizes and freshens
4 in 1 formula cleans, sanitizes, deodorizes and eliminates allergens**
4 in 1 formula sanitizes, deodorizes, freshens, and eliminates allergens**
5 in 1 formula cleans, sanitizes, deodorizes, freshens and eliminates allergens**
The easy, effective, and convenient way to sanitize (insert usage site) (insert usage surface)
Makes sanitizing easy
The easy way to clean and sanitize your (insert usage site) (insert usage surface)
Cleans as it sanitizes²
Sanitizes as it cleans²
(Pet) Stain and odor remover and sanitizer
Convenient to use (-cleans and sanitizes)
Sanitizes and refreshes
Go beyond surface cleaning

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Goes beyond surface cleaning
Cleans and Sanitizes (in one easy step)²
Destroys tough odors and bacteria*
(Removes) (Eliminates) 99.9% of bacteria*
(Sanitization)(Sanitizing)(Antibacterial) Treatment
Stain & odor (remover) (eliminator) that sanitizes as it cleans
Sanitizes as it cleans
Sanitizes and loosens (tough) stains
Stain removal (Clean) (+)(&) Sanitize for a more (effective)-clean
Take (more) control of your cleaning with (sanitization) (insert product name)
(clean) (and) (loosen) (tough) stains (and sanitizes)
One step (cleaning) and (sanitizing)²
One easy step! ²

Destroys 99.9% of odor causing bacteria on (insert usage sites) (insert usage surface)

Effective to kill 99.9% of odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) 99.9% of the bacteria that cause them
(Eliminates) (removes) 99.9% of (the toughest) (tough) odors caused by bacteria on (insert
usage site) (insert usage surface)

Eliminates 99.9% of (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on
(insert usage site)

(Kills) (destroys) (eliminates) 99.9% of odor causing bacteria

Kills 99.9% of bacteria that cause (pet) odors

Kills 99.9% of odor causing bacteria

Kills 99.9% of odor causing bacteria and eliminates (pet) odors for a cleaner, fresher home

Kills 99.9% of odor causing bacteria and removes (pet) odors for a cleaner, fresher home

Kills 99.9% of odor causing bacteria at the source

Kills 99.9% of odor causing bacteria on (insert usage site) (insert usage surface)

Kills 99.9% of odor causing bacteria (that ordinary cleaners don't)

Neutralizes, reduces, and controls the growth of odor causing bacteria

Removes (pet) odors [and kills (removes) (gets rid of) 99.9% of the bacteria that cause them

Removes (99.9% of bacterial odor) (99.9% of bacterial odors) (pet odors) on (insert usage site)
(insert usage surface)

To eliminate 99.9% of odor causing bacteria on (insert usage site) (insert usage surface)

To remove 99.9% of odor causing bacteria on (insert usage site) (insert usage surface)

(Cleaning Claims)

2 in 1 (formula) cleans and deodorizes

2 in 1 (formula) cleans and freshens

2 in 1 (formula) cleans and eliminates (removes) allergens**

2 in 1 (formula) deodorizes and freshens

2 in 1 (formula) deodorizes and eliminates (removes) allergens**

2 in 1 (formula) freshens and eliminates (removes) allergens**

2 in 1 cleaning formula that cleans and deodorizes at the same time

3 in 1 (formula) cleans, deodorizes, and freshens

3 in 1 (formula) cleans, deodorizes, and eliminates (removes) allergens**

3 in 1 (formula) deodorizes, freshens, and eliminates (removes) allergens**

3 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)
(removes allergens*)

4 in 1 (formula) cleans, deodorizes, freshens and eliminates (removes) allergens*

(Antibacterial) (formula) cleans and deodorizes

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Cleans (+) (&) deodorizes
Cleans (+) Deodorizes (insert usage site)
Cleans and eliminates 99.9% of odor causing bacteria
Cleans and removes (99.9%) of odor causing bacteria
Cleans, deodorizes and freshens all in one (formula)
Cleans, Deodorizes and Reconditions
Cleans, deodorizes, and freshens (insert usage surfaces)
Cleans, deodorizes, and restores (insert usage surfaces)
(insert usage site) cleaner
Cleans and refreshes pet messes
Eliminates dirt, dust, and common allergens** from (insert usage site) (insert usage surface)
Eliminates tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink),
(chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)
Removes dirt, dust, and common allergens** from (insert usage site) (insert usage surface)
Removes tough (dirt) stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt),
(ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)
Removes tough (pet) (spots) (stains) (soils) (and) (odors) (on) (insert usage site) (insert usage
surface)
Antibacterial
Boost your cleaning results
Booster
Boosts cleaning for a cleaner, fresher home
Boosts cleaning performance for a cleaner, fresher home
Boosts cleaning performance to also deodorize
Boosts cleaning performance
Boosts cleaning performance to clean beyond what's seen
Bring back the shine
Bring back the beauty
Cleaning booster
Cleans & Deodorizes- better than cleaning alone
Cleans (insert usage site) (insert usage surface)
Cleans and protects your hardwoods
Cleans as it deodorizes
Cleans everyday (pet) messes
Cleans plus boosts
Cleans the toughest soils°
Cleans tough (pet spots) (spots) (and) (pet stains) (stains)
Cleans tough stains (on) (insert usage site) (insert usage surface)
Complete (pet) cleaning and deodorizing system
Deep down clean(ing)
Deodorizes as it cleans
Dual action cleaner and deodorizer
Dual action (formula) cleans and deodorizes
Dual action (formula) cleans and freshens
Dual action (formula) cleans and eliminates (removes) allergens**
Dual action (formula) deodorizes and freshens
Dual action (formula) deodorizes and eliminates (removes) allergens**
Dual action (formula) freshens and eliminates (removes) allergens**
Easily removes soils and stains
Effective cleaning of tough (pet) (spots) (stains) and (soils)
(Effectively) removes (tough) dirt and grime

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Eliminates (pet odors) (odors) (allergens**) (everyday dirt) (and) (spots and stains)
Eliminates (non-living) allergens**
Eliminates allergens**
Enhances the cleaning performance
Eradicates (tough) (dirt) (and) (stains) (pet stains)
Effective (pet) cleaning
For a cleaner home
For a cleaner, fresher home
For a cleaner, fresher household
For a deep clean
For a thorough deep clean
Get your floors back to a barefoot clean feeling
Improve your cleaning results
Improve(s) cleaning performance for a cleaner, fresher home
Improves cleaning performance to also deodorize
Improves cleaning performance
Kills (99.9%) (of) odor causing bacteria
Kills (99.9% of) odor causing bacteria on (insert usage site) (insert usage surface) for a (fresh, clean home)
Kills odor causing bacteria for a (fresh, clean home)
Leaves a barefoot clean feeling
Leaves (insert usage site) (insert usage surface) looking clean and refreshed
No (hard) scrubbing required
Pet Stain and odor remover (and deodorizer)
Removes (pet odors) (odors) (allergens**) (everyday dirt) (and) (spots and stains)
Removes (pet spots) (spots) (and) (stains) without hard scrubbing
Removes (tough) (dirt) (and) (stains) (pet stains)
Removes (non-living) allergens**
Removes allergens**
Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
Removes tough dirt and grime
removes tough odors and soils (on) (insert use site) (insert usage surface)
Thoroughly cleans and deodorizes (insert usage site) (insert usage surface), eliminating stains, odor causing bacteria, and allergens**
Thoroughly cleans and deodorizes (insert usage site), removing stains, odor causing bacteria, and allergens**
Triple (cleaning) action deep cleans, removes odor-causing bacteria and deodorizes (freshens)
Triple (cleaning) action deep cleans, removes odor-causing bacteria and removes stains
Triple (cleaning) action deep cleans, removes odor-causing bacteria and removes (eliminates) allergens**
Triple (cleaning) action deep cleans, deodorizes, and removes (eliminates) allergens**
Triple (cleaning) action deep cleans, freshens and removes (eliminates) allergens**
Triple (cleaning) action removes odor-causing bacteria, deodorizes and freshens
Triple (cleaning) action removes odor-causing bacteria, deodorizes and removes stains
Triple (cleaning) action removes odor-causing bacteria, deodorizes and removes (eliminates) allergens**
Triple (cleaning) action deodorizes, freshens and removes (eliminates) allergens**
Triple (cleaning) action deodorizes, freshens and removes stains
Triple action cleans, kills odor-causing bacteria and refreshes
Triple action (formula) cleans, deodorizes, and freshens
Triple action (formula) cleans, deodorizes, and eliminates (removes) allergens**

(Deodorizing Claims)

(Eliminates) (removes) (the toughest) (tough) odors ~~caused by bacteria on (insert usage site)~~
~~(insert usage surface)~~

(Fresh) (Clean) (fragrance) (scent)

(insert usage site) (insert usage surface) (Pet) Deodorizer

(insert usage site) (insert usage surface) (Pet) Odor Eliminator

(insert usage site) (insert usage surface) (Pet) Odor Neutralizer

(insert usage site) (insert usage surface) (Pet) Spot and stain deodorizer

(insert usage site) (insert usage surface) Refresher

~~(Kills) (destroys) (eliminates) 99.9% of odor causing bacteria~~

~~(Kills) (Eliminates) (Destroys) odor causing bacteria~~

(Leaves behind a) Clean, Fresh Scent

(Light), (fresh), clean scent

Eliminates (pet) odors

Removes (pet) odors

Clean and fresh scent

Deodorizes and freshens (leaving a light, clean scent)

~~Destroys 99.9% of odor causing bacteria on (insert usage sites) (insert usage surface)~~

Destroys tough (pet) odors

Doesn't just mask (pet) odors

~~Effective to kill 99.9% of odor causing bacteria~~

Eliminates (pet) odors ~~and (kills) (removes) (gets rid of) 99.9% of the bacteria that cause them~~

Eliminates (pet) odors doesn't just mask

Eliminates (pet) odors, doesn't just mask

Eliminates (tough odor) (tough odors) ~~(bacterial odor) (bacterial odors)~~ (pet odors) on (insert usage site)

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Eliminates the toughest (pet) odors at the source

For ultimate freshness

Fresh, Clean scent

Freshens (insert usage site) (insert usage surface)

Freshens (insert usage site) (insert usage surface)

Freshens home with the scent of (fragrance name)

Full day freshness

Keep (insert usage site) smelling fresher longer

Keeps (insert usage site) smelling fresh

~~Kills (99.9% of) bacteria that cause (pet) odors~~

~~Kills (99.9% of) odor causing bacteria~~

~~Kills (99.9% of) odor causing bacteria and eliminates (pet) odors for a cleaner, fresher home~~

~~Kills (99.9% of) odor causing bacteria and removes (pet) odors for a cleaner, fresher home~~

~~Kills (99.9% of) odor causing bacteria at the source~~

~~Kills (99.9% of) odor causing bacteria on (insert usage site) (insert usage surface)~~

~~Kills odor causing bacteria (that ordinary cleaners don't)~~

Leaves (insert usage site) (insert usage surface) deodorized

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

Leaves (rooms) (home) smelling fresh and clean

Leaves a fresh scent

Leaves a fresh, clean scent

Leaves a light, clean scent

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves your (insert usage site) (insert usage surface) free of (pet) odors
Lifts (pet) odors and freshens
Lightly scented
Lightly scented and suitable for frequent use
Long lasting freshness
Neutralizes (pet) odors
Neutralizes (pet) odors in (insert usage site) (insert usage surface)
~~Neutralizes, reduces, and controls the growth of odor causing bacteria~~
Eliminate (pet) odors at (their) (the) source
Remove (pet) odors at (their) (the) source
Refreshes (insert usage site) (insert usage surface)
Refreshes (insert usage site) (insert usage surface)
Removes (pet) odors ~~[and kills (removes) (gets rid of) 99.9% of the bacteria that cause them~~
Removes (pet) odors doesn't just mask
Removes (pet) odors, doesn't just mask
Removes (tough odor) (tough odors) ~~(bacterial odor) (bacterial odors)~~ (pet odors) on (insert usage site) (insert usage surface)
Removes odors (including) (kitchen) (pet) (and) (smoke)
Removes odors+ provides a clean, light scent
Removes the toughest (pet) odors at the source
Removes tough (pet) odors and soils
~~To eliminate odor causing bacteria on (insert usage site) (insert usage surface)~~
~~To remove odor causing bacteria on (insert usage site) (insert usage surface)~~

(General Usage Claims)

(Alcohol) (Bleach) free
(non-caustic) (non-alkaline) (non-abrasive) formula
(Okay) (suitable) for daily use
(Okay) (suitable) for monthly use
(Okay) (suitable) for regular use
(Okay) (suitable) for weekly use
(Okay) for everyday use
(Suitable) for (use in) (BISSELL) (CrossWave) (Wet Cleaning System) (machines)
(Use on) (Designed for) (suitable for) (insert usage site) (insert usage surface) that you and your family come in contact with everyday
Bottle contains minimum of X% post-consumer recycled plastic
Carefully designed for home use
Contains no heavy metals, optical brighteners or dyes
Does not dull floors
Does not harm sealed, nonporous flooring
Dye Free (formula) (technology)
Great for use in any room of the house
Leaves a clean floor
Leaves (insert usage site) (insert usage surface) clean for children and pets (when used as directed)
Leaves floors virtually streak-free
Leaves no (dulling) (sticky) film
For everyday use
No streaks
No resoiling

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

No VOCs
Non-abrasive formula
Non-dulling (solution) (formula) leaves floors clean
No-rinse (formula) (solution)
Okay (suitable) to use daily
Perfect for use on pet messes
Pet friendly
Restores a natural shine
Streak-free clean
Suitable & gentle for your (insert usage site) (insert usage surface)
Suitable for your (insert usage sites) (insert usage surface)
Suitable for use on (insert usage site) (insert usage surface)
This product is approved for use on (insert usage sites) (insert usage surface)
Up to (x) uses per bottle
Use daily (in) (on) the (insert usage area) (insert usage surface) your (family)(and)(pets) touch
(the most) often
Use throughout your house[†]
Uncover your floor's natural shine
(Virtually) streak free (clean)

(Easy Use Claims)

(Suitable) For everyday use
Can be used anytime
Designed for households with pets & kids
Dual (action) (purpose)¹
Dual action¹
Easy to use
Everyday formula
Gentle on floors
Great for (insert usage sites) (insert usage surfaces)
Keep your home clean
Makes cleaning easier
Multi-purpose
Multi-use
No rinsing required
Simple application
Suitable for use around the home
Takes care of (insert usage sites) (insert usage surface) (pet) stains and odors
Treat stains, (pet) odors and allergens**
Triple (action) (purpose)¹
Triple action¹
Works on (most) (insert usage sites) (insert usage surface)

(Other/General Claims)

Bottle contains minimum of X% post-consumer recycled plastic
EPA registered
(Ultra) concentrated

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Marketing Claims)

(2 in 1) (3 in 1) (Action) (product)¹

(Dual) (Triple) (Advanced) Action¹

(Money back) (Satisfaction) (Guarantee) (or your money back) (or it's) (yours) (free)

Bonus (X) (oz) (X %) (more) (free)

New {note to reviewer: use for first 6 months only}

New and improved {note to reviewer: use for first 6 months only}

Save (\$X) now

Trial (size) (pack)

Try (me) (for) (free) (now) (today)

Value (size) (pack)

[Peel back for more information]

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Qualifiers

¹ *Note to Reviewer: Will be qualified by additional marketing claim as listed above or by descriptor as one of the following:*

For “Dual Action” or “2 in 1”

¹ cleaner and sanitizer

¹ cleaner and deodorizer

¹ deodorizer and sanitizer

For “Triple Action” or “3 in 1”

¹ cleaner, sanitizer and deodorizer

¹ cleaner, deodorizer and sanitizer

²when used according to sanitization instructions.

^ton sealed, nonporous floors

[|] [^]*Note to Reviewer: Will be qualified with a symbol if “Staph” appears without “Staphylococcus aureus” immediately preceding it.*

[^]Staphylococcus aureus

Note to Reviewer: Any combination of soils can be listed in any order and some omitted in relation to cleaning claims:

[°]cleans ((/))removes): red wine, food stains, fruit juice, pet messes, mud/dirt, ink, chocolate, coffee/tea, cola, blood stains, grease, motor oil